

ABSTRACT OF THE DISCLOSURE

The present invention provides a system of trading and hedging product and brand sales. Financial institutions, investors, and corporations face sales risk when a product is to be brought to market. The invention involves identifying products and brands appropriate for trading, such as box office receipts on a particular movie. The invention provides for a process for pricing financial contracts based on parimutuel principles. The system also provides for secondary market trading of the financial contracts. The system facilitates trading through the Internet, through web and calculation servers, and databases storing required trader, product and contract information relevant for executing trades.